

For Many Years No One Knew Why Light Spoiled Beer

Science declares now that it is the ultra violet rays of light (the short rays) that decompose the protein (albumin) and ruin the wholesomeness of the beer.

The only adequate protection is the Brown Bottle.

That's why Schlitz in Brown Bottles tastes so good—its nutritive value is unimpaired.

Drink

Schlitz

Phone Rock Island 14
Carse & Ohlweiler Co.
425-431 Eleventh St.
Rock Island, Ill.

See that crown
is branded
"Schlitz"

in Brown Bottles

109

The Beer That Made Milwaukee Famous.